

# Growth and Development of a Successful Watershed Partnership

You have 12 bosses... and that's a good thing?



## SEESC Texas Watershed Coordinator Steering Committee

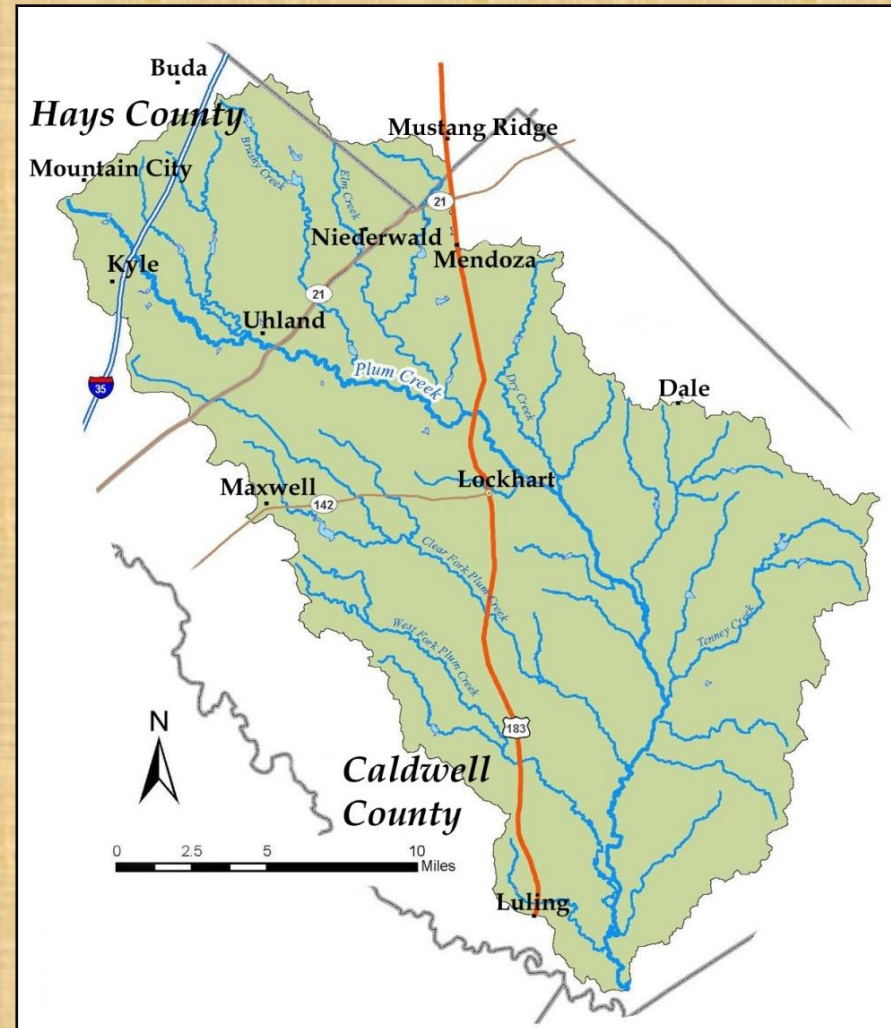
Columbus, Texas  
June 12, 2014





# The Plum Creek Watershed

- 397 square mile drainage
- Tributary to the San Marcos River
- Plum Creek was placed on the 2004 Texas 303(d) list for exceeding the primary contact recreation water quality standard for bacteria (*E. coli* < 126 cfu). To date, all 3 segments remain impaired.
- Delisted in 2010 TCEQ Integrated Report: Reclassified from 5c to 4b
- 2012 TCEQ Integrated Report concerns: DO, Habitat, Nitrate, Orthophosphorus, Total P.
- February 12, 2014 - TCEQ adopted new standard: *Primary Contact Recreation 2* (*E. coli* < 206 cfu)





# The Concept

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- 2006 – TSSWCB and Texas A&M AgriLife Extension introduce new idea to group of “would be stakeholders”... a voluntary program to restore water quality in Plum Creek.
- Why watershed protection for Plum Creek?
  - Impairment on Texas 303(d) List and nutrient concerns with no TMDL present
  - Diverse / rapidly changing land use with agriculture-urban interface
  - Other factors: size, active SWCD district, Extension involvement, stakeholder “buy-in”
- The Watershed Protection Plan alternative
  - Proactive and non-regulatory
  - Addresses nonpoint source pollution in primarily rural watershed with small municipalities not yet required to manage stormwater
  - Public and key stakeholder involvement critical to implementation
  - Requires collaboration between local communities and regional, state and federal agencies... **A PARTNERSHIP**





# The Results

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## **THE PLUM CREEK WATERSHED PROTECTION PLAN**

- CWA §319(h) grant to Texas AgriLife Extension to develop WPP
- Reduce pollution and improve water quality
- Strategies for each of the potential sources in the watershed
- Published February 2008 with updates in 2012 and 2014 (pending)

## **THE PLUM CREEK WATERSHED PARTNERSHIP EST. 2006**

- A local Steering Committee of stakeholders throughout the watershed have directed the process
  - 2 Counties
  - 5 Cities
  - GBRA, PCCD, SWCD (2), Polonia WSC, Civic Groups, Landowners
- The “guinea pig” for watershed protection...
  - First WPP in Texas accepted by EPA
  - Plum Creek reclassified from 5c to 4b in 2010 Texas Integrated Report
  - First to provide local matching funds for a CWA §319(h) grant to support a local watershed coordinator

*\*Twelve of original 25 Steering Committee members organized in 2006 still active*



“The ***Partnership*** works with citizens, businesses and officials in the watershed to restore the health of Plum Creek, recognizing that success in improving and protecting water resources depends on the people who live and work there.”

--Plum Creek Watershed Protection Plan, 2008



# The Partnership Approach

## LOCAL SOLUTIONS

- Develop **Partnership** Structure...
  - Steering Committee

**STAKEHOLDERS!!!**

- Determine priorities...
- Establish goals and milestones...
- Select Best Practices...
  - Outreach and Education
  - Pollutant sources management
- Identify and achieve funding...
- Feedback and *Adaptive Management*...



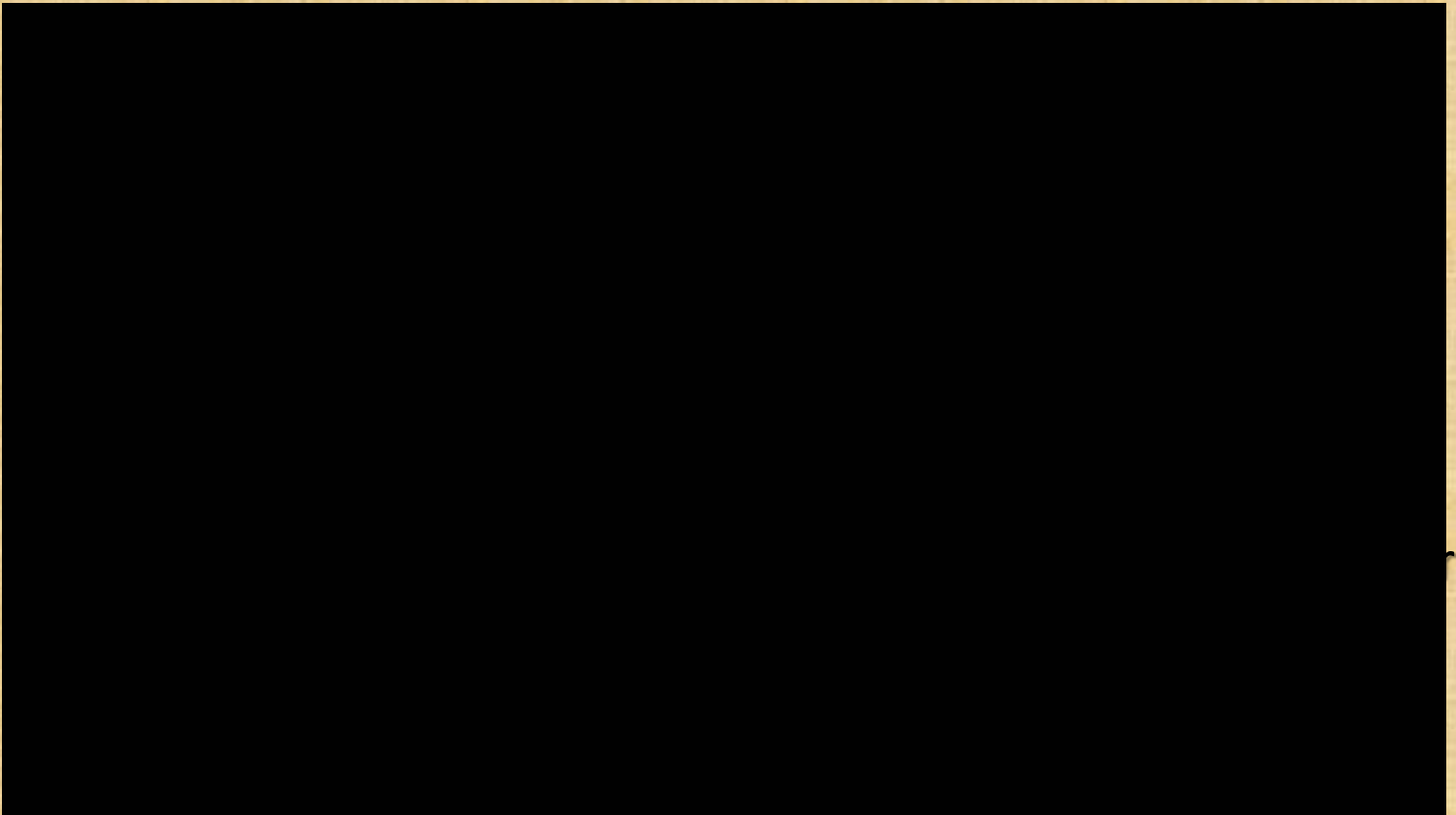


# Effective Facilitation Lays the Groundwork Sustainability

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ROLE OF THE

**PLUM CREEK WATERSHED COORDINATOR...**





# Early Success Leads to Greater Awareness and Community Support



09.11.2011.10





# The Committee

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An active, engaged and respected Steering Committee has been the fundamental key to sustainability for the Plum Creek Watershed Partnership...

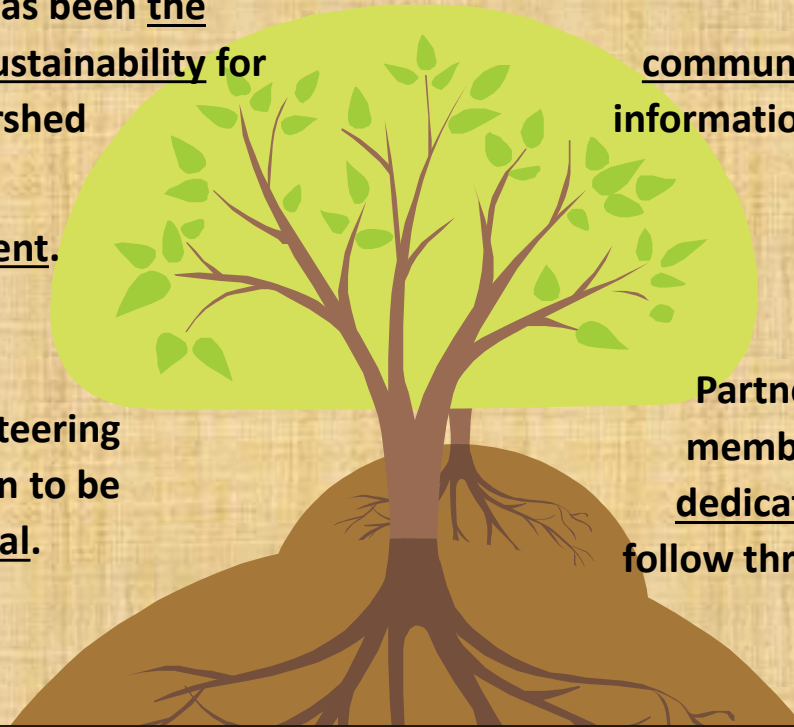
It is our core component.

Diversity within the Steering Committee has proven to be unequivocally essential.

Steering Committee members have been a point source for essential communication, providing evaluable information on local communities and public sentiment.

The Plum Creek Watershed Partnership's Steering Committee members have shown exceptional dedication and the wherewithal to follow through on local commitments to the WPP.

The continued support of the Partnership's Steering Committee members and their ability to secure commitments of both time and resources from the stakeholders and/or entities they represent will, ultimately, make the difference between success and failure for the Plum Creek Watershed Protection Plan.



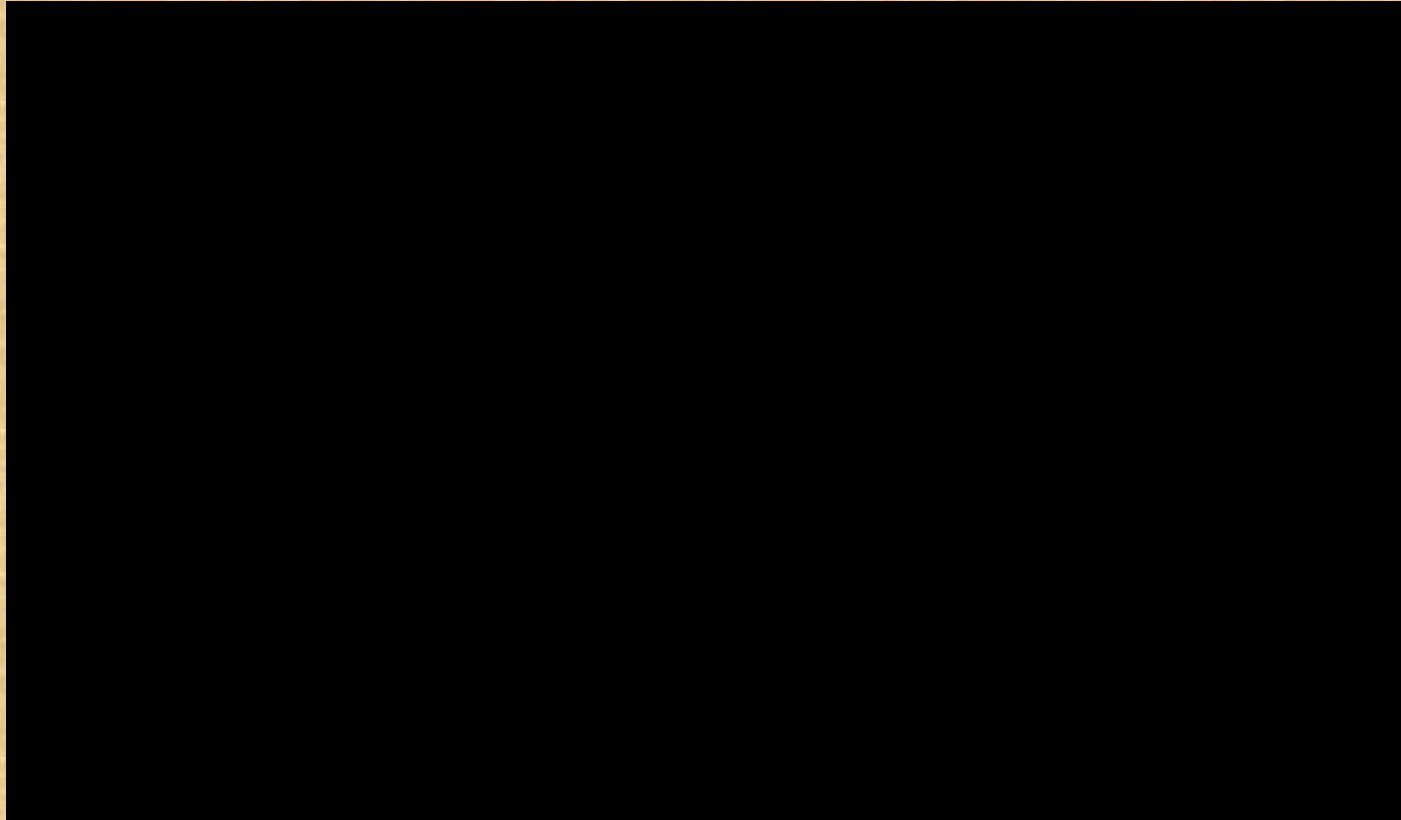
# Owning It

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EVOLUTION OF THE

**PLUM CREEK WATERSHED COORDINATOR...**

**THE LOCAL WATERSHED COORDINATOR**





Going local has not meant changing the approach or reinventing the wheel. Rather, in securing a strong local presence and point of contact for the public, the Plum Creek Watershed Partnership has essentially provided value added services to the communities it represents by building on the foundation already established in the watershed.

# The Watershed...The People

- **INSIGHT #3 – THE STRENGTH OF THE PARTNERSHIP AND SINCE A COMMUNITY MUST HAVE A SEAT AT THE TABLE FOR SUCCESS, AND ITS MEMBERS ARE THE MOST VALUABLE**

**RESOURCES A WATERSHED COORDINATOR HAS AT HIS OR HER DISPOSAL**

**INSIGHT #3 – THE STRENGTH OF THE PARTNERSHIP AND SINCE A COMMUNITY MUST HAVE A SEAT AT THE TABLE FOR SUCCESS, AND ITS MEMBERS ARE THE MOST VALUABLE RESOURCES A WATERSHED COORDINATOR HAS AT HIS OR HER DISPOSAL**

Tip – Communicate a vision of the watershed and its potential to stakeholders and **FEEL THAT THEIR HARD WORK IS PAYING DIVIDENDS.**

Tip – **Be a change leader**...  
Tip – **Recognize your position**...  
Tip – **Recognize contributions of stakeholders and volunteers**...

## CONTINUING ALONG THE PATH TO SUSTAINABILITY:

Tip – **Utilize the media**...  
Tip – **Take regular inventory to determine current needs, motivation and resources**

- **INSIGHT #4 – THE ABILITY TO MAINTAIN A STRONG COMMUNITY PRESENCE MAY BE THE BEST BENEFIT OF A WATERSHED PARTNERSHIP REPRESENTED BY A LOCAL REPUTATION AND THE RESPECT OF THE LOCAL COMMUNITY WILL PAY HUGE DIVIDENDS DOWN THE ROAD.**

Tip – **Strive to maintain a physical presence in the local communities and connect with stakeholders through meaningful dialogue.**

Tip – **Stress the voluntary approach, cooperative programs and stakeholder process**

Tip – **Identify and engage potential project partners than by getting to know the people that live and work in the watershed.**

Tip – **Be exceedingly pragmatic in your approach.**

Tip – **Always be on the lookout for common ground**

Tip – **Maintain regular communication with existing project partners with a twist... I'll be there in 5 minutes!**

Tip – **Keep your friends close and your database closer**



# Adaptive Management

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WORKING WITHIN THE WPP FRAMEWORK TO ENHANCE ONGOING PROJECTS WHILE ALSO LOOKING FOR:

**NEW IDEAS...NEW OPPORTUNITIES...REINVIGORATION...**





# Keeping Texas and the Plum Creek Watershed Beautiful !!!





# Thank you sponsors!



Capital Area  
Council of Governments





# 2013 TWRI Riparian Workshop





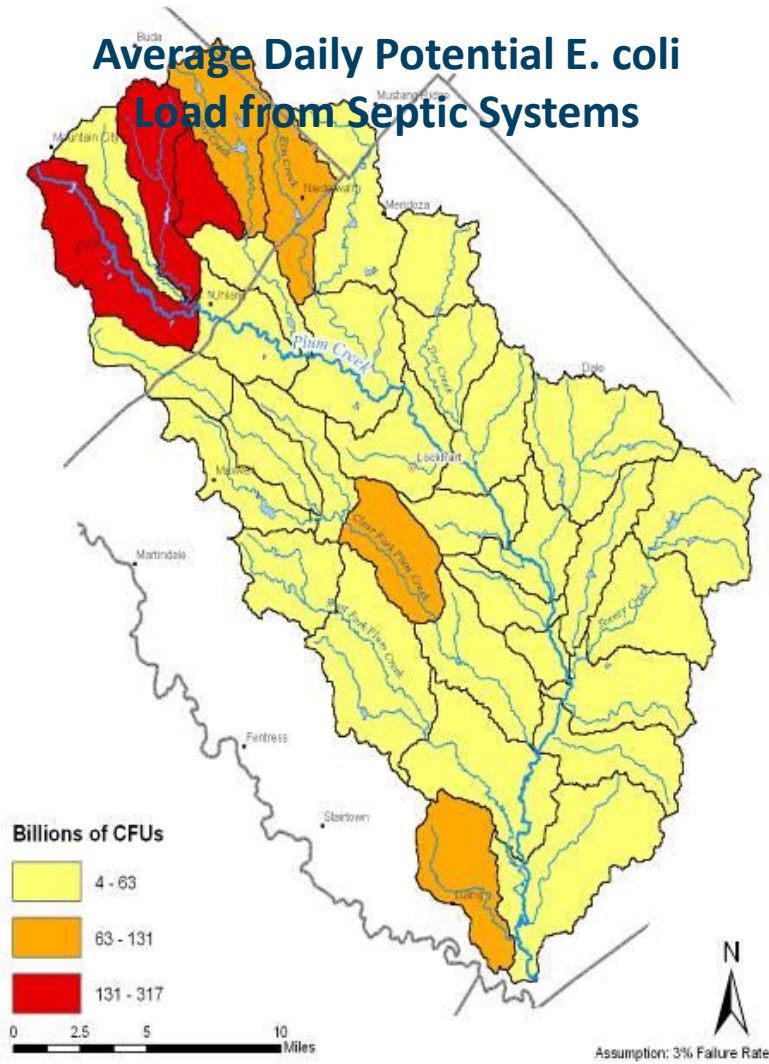
# Caldwell County Community Collection Events 2012 - 2013

## Lockhart, TX - June 1, 2013





# Hillside Terrace Wastewater Project Area





# TEXAS DEPARTMENT OF AGRICULTURE

TODD STAPLES  
COMMISSIONER

August 12, 2013

The Honorable Tom Bonn  
County Judge  
Caldwell County  
110 S. Main Street, Room 302  
Lockhart, Texas 78644

Dear Judge Bonn:

The Texas Department of Agriculture is proud to continue our partnership with Texas counties in the ongoing struggle against feral hogs. I am pleased to announce Caldwell County has been selected to receive a grant in the amount of \$30,000 for the County Hog Abatement Matching Program Grant (CHAMP).

As feral hogs continue their overwhelming growth in Texas, I am proud to partner with those officials and landowners at the most local level – where the impacts and solutions are most apparent. That's why over the past few years, I have set aside a portion of existing state funding for local initiatives through the Hog Out County Grant program. And now we're complementing that with CHAMP to encourage regional efforts, because feral hogs don't stop at county lines.

These programs will strengthen the state's feral hog abatement initiatives by allowing local officials to determine and implement the best abatement activities for their region and to implement these activities in a coordinated and concentrated manner with other regions of the state.

I appreciate your participation in this effort, and congratulate Hays County as well on this well-deserved grant to help further control the feral hog population in your areas. Please contact Karen Reichek, grants coordinator, with any questions at (512) 936-2450 or [Karen.Reichek@TexasAgriculture.gov](mailto:Karen.Reichek@TexasAgriculture.gov).

Sincerely yours,



Todd Staples

Caldwell County  
and Hays  
County awarded  
first ever  
CHAMP Grant  
for \$30,000

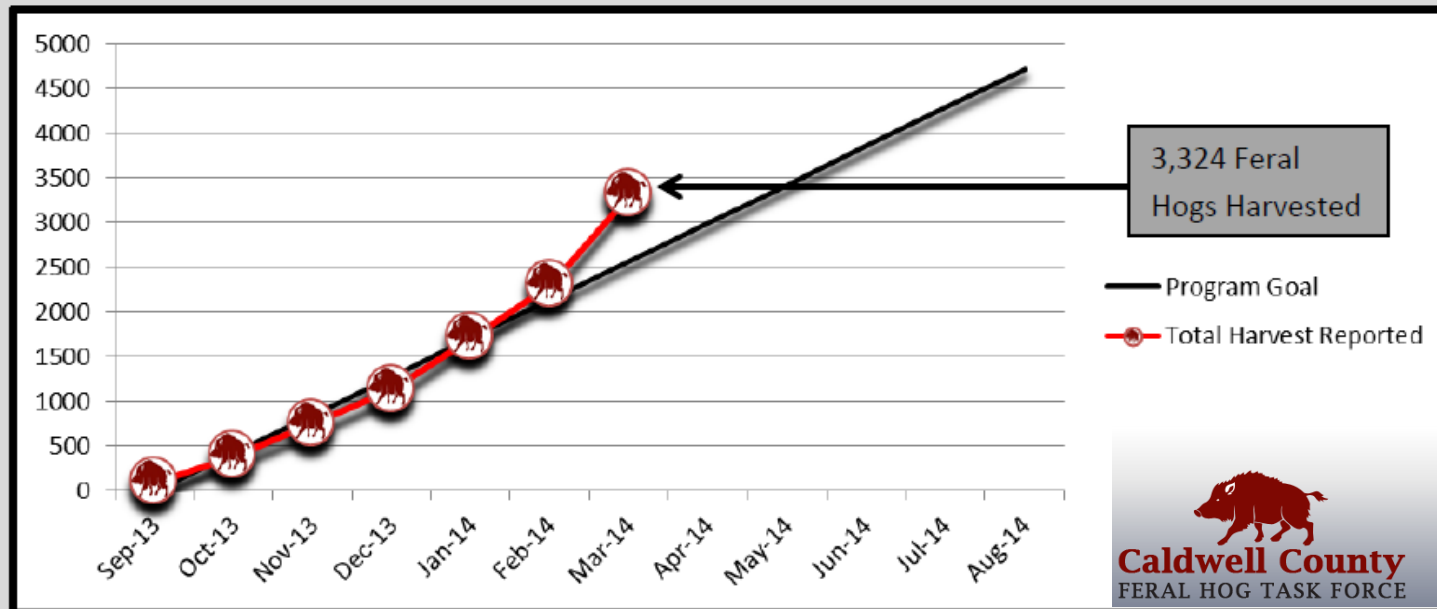
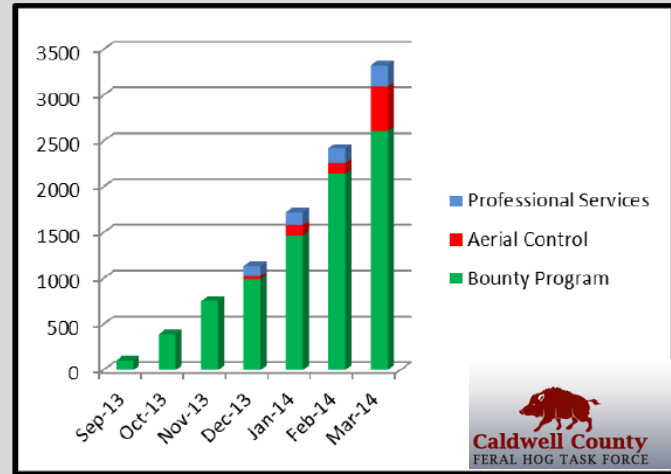


**Caldwell County**  
FERAL HOG TASK FORCE

*To monitor and reduce the economic and biological  
impact of feral hogs to the land, water and wildlife  
species of Caldwell County.*

# Caldwell/Hays County Feral Hog Action Plan through March 31, 2014

## Hays / Caldwell CHAMP Project Months 1 - 7





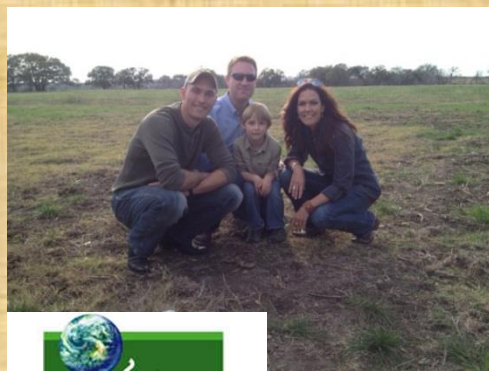
# CHAMP in Pictures







# Feral Hog Task Force Programs Publicity and Support





# 2013 GBRA Youth Ag Fair



Well Educated!!!



# 2012 Kyle WWTP Spills

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- Kyle WWTP operated by Aqua Texas
- City of Kyle and Aqua Texas are co-permittees
- Plant malfunction resulted in spills into Plum Creek on November 20 and December 3, 2012
- Total volume of spills unknown
- Black sludge first noted at Heidenreich Lane during routine sampling by GBRA on 11/15
- Plum Creek Development wet well filling with unusual number of solids in November
- Watershed coordinator conducted approximately 10 post-spill site visits with representatives from TCEQ, Aqua Texas and TPWD
- TCEQ requested dewatering and additional clean up by Aqua Texas. This began in early March.
- ***Potential \$40,000 SEP for watershed declined.***
- ***Recent spike in ammonia and E. coli raises additional concerns...***







## Overview

## Likes

## Reach

## Talking About This

All dates and times are in Pacific Time

Export Data



Total Likes ?

115 4.55%

People Talking About This ?

17 183.33%

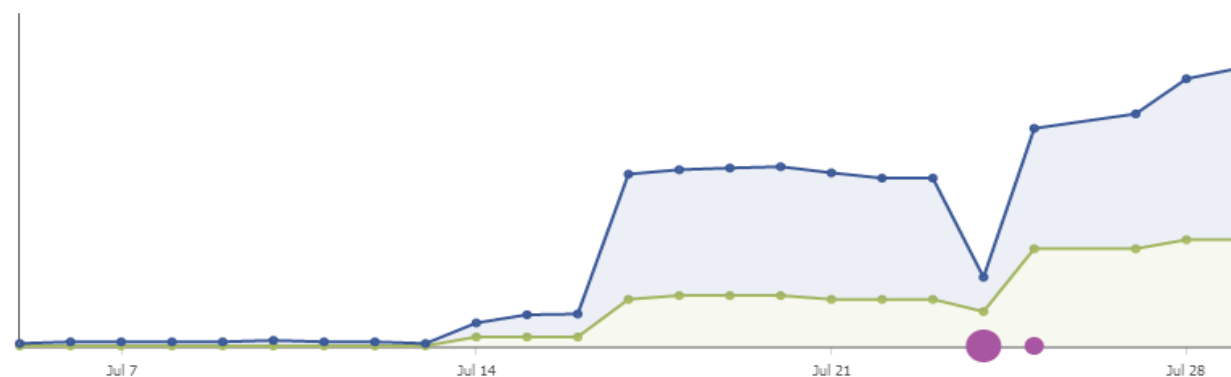
Weekly Total Reach ?

553 87.46%

Posts ?

People Talking About This ?

Weekly Total Reach ?



## Page Posts (Updated 3 minutes ago)

All Post Types ▾

Date ? ▾	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?	
7/31/13	Texas lost an icon today and our family lo...	40	4	4	10%	
7/25/13	Just broke 100 "likes". Hope the servers h...	48	2	2	4.17%	
7/24/13	Plum Creek Watershed Partnership create...	16	1	1	6.25%	
7/24/13	Plum Creek Watershed Partnership create...	8	0	0	0%	
7/24/13	Finally updated the website today. Really...	29	2	0	0%	
7/24/13	The Animal Planet program featuring feral...	40	4	2	5%	

# IN THE PRESS!!!

- **JULY 11, 2013 – LULING NEWSBOY AND SIGNAL, “TRAP SET UP”**
- July 15, 2013 – Filmed educational video regarding the benefits of technology in feral hog management.
- July 23, 2013 – Issued press release, *“Plum Creek meeting and documentary screening set for August 8 at Lockhart State Park”*
- August 8, 2013 – Public screening, *“Watershed – A New Water Ethic for the New West”*, Lockhart State Park, Lockhart, TX
- **August 15, 2013 – Hays Free Press interview, “Plant Deemed Hazardous Downstream”**
- August 23, 2013 – Issued press release, *“Volunteers to Clean Up Plum Creek Watershed”*
- **August 28, 2013 – Television interview with YNN**
- **August 28, 2013 – Television interview with KEYE Austin (interview also ran on San Antonio and Houston CBS affiliates)**
- August 28, 2013 – Radio interview with KLBJ
- August 29, 2013 – AP article *“Bounty Doubles for Central Texas Feral Hogs”*
- **August 30, 2013 – Television interview with KHOU Houston, “Hogs Beware, Bounty Doubles in Some Texas Counties”**
- **August 30, 2013 – Lockhart Post Register interview, “Plant to Add 1.5 Million Gallons Per Day to Creek”**
- September 3, 2013 – University Star (Texas State University), *“Local Hunters Control Hog Population”*
- September 5, 2013 – San Marcos Record, *“Funds Raise Bounty for Feral Hogs”*
- **October 4, 2013 – Austin-American Statesman, “Counties boost bounties for feral hog hunts”**
- October 21, 2013 – *“Task Force announces details for feral hog bounty, food bank donations and additional feral swine management programs set for Caldwell and Hays County, TX”*
- October 25, 2013 – *“The Plum Creek Watershed – From Feral Hogs to Landfills”*
- **November 5, 2013 – Television interview with KSAT 12 San Antonio**

**\*\*\* HIGHLIGHTED - FRONT PAGE OR NETWORK TELEVISION**



# Adaptive Management

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WORKING WITHIN THE WPP FRAMEWORK TO ENHANCE ONGOING PROJECTS WHILE ALSO LOOKING FOR:

**NEW IDEAS...NEW OPPORTUNITIES...REINVIGORATION...**

Website traffic has more than doubled in past  
SO WHAT DOES ALL THIS DO FOR WATER QUALITY?  
27 months with 12.5 new viewers every day!

# PLUM CREEK ROUTINE STATION E. COLI (MPN/100ML)

[illegible]



# Plum Creek Watershed Updates

- **Clean Water Act §319(h) Nonpoint Source Grant Program FY 2014 Proposal**
    - Funds additional three years of WPP implementation
    - Revisions submitted to TSSWCB in January 2014
  - **Walton Development and Management (wastewater)**
  - **GreenGroup Holdings (landfill and environmental park)**
  - **More disruptions at the Kyle WWTP**
    - Permit (WQ0011041-002) expires February 1, 2015
- APRIL 7, 2014 MEETING WITH TCEQ TO DISCUSS  
KYLE WWTP PERMIT RENEWAL**
- **NEMO and OSSF Workshops (summer 2014)**

# The Takeaway

Effective watershed management is a long-term commitment. It cannot be judged simply on the basis of water quality statistics.

It is the people, not the plan that will ultimately determine the success or failure of watershed goals.

- An engaged Steering Committee is the best tool in the box
- Understand the types of programs work best in your communities
- Find ways to get citizens and key stakeholders involved

The systematic implementation and adaptation of management practices that fit within the socioeconomic dynamics of the local communities is essential.



# Next PCWP Steering Committee Meeting

Thursday, August 14, 2014

6:30 to 8:00 pm

Location - TBD

# Thanks!



Nick Dornak,  
Plum Creek Watershed Coordinator

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